



Digital Cookie 4.0 Social Media Toolkit 2017/2018 Cookie Season

Parents/Volunteers

Links to Use:

Facebook – <http://bit.ly/2vsKz76>

Twitter – <http://bit.ly/2wrWxT4>

Facebook Sample Messaging

1. Thanks to the Digital Cookie platform, girls are earning more money for their troop activities—they're camping, going on exciting new adventures, and planning their Take Action projects. In fact, girls who paired their regular cookie sale with the Digital Cookie platform sold on average 76 percent more cookies than girls who opted out of online sales. Whoa! <http://bit.ly/2vsKz76>
2. As we enter the next century of girl entrepreneurs, Girl Scouts is providing girls with even more modern-day skills, including digital marketing and ecommerce, thanks to the Digital Cookie platform. Help your girl go beyond the booth this cookie season by registering her for Digital Cookie! <http://bit.ly/2vsKz76>
3. Superpowering her cookie sale by adding the Digital Cookie to her traditional sales means even more opportunities to earn funds, learn essential life skills, gain a ton of confidence, and practice leadership the Girl Scout way! <http://bit.ly/2vsKz76>
4. The Digital Cookie platform is a great opportunity for you to spend high-quality time with your girl while enabling her to reach family and friends—both near and far—to crush her cookie goal. Plus, participating is super easy! <http://bit.ly/2vsKz76>
5. Thanks to the Digital Cookie platform, Girl Scouts are adding digital marketing and other awesome skills to their cookie boss résumés! <http://bit.ly/2vsKz76>
6. Getting started on the Digital Cookie platform has never been easier—plus, you and your girl can do it together!

Register – check *(or emoji)*

Set up her site – check *(or emoji)*

Invite customers – check *(or emoji)*

Track her goals – check *(or emoji)*

That's it! <http://bit.ly/2vsKz76>

LBB Facebook Posts:

1. Make no mistake—the Digital Cookie platform can take your girl's cookie sale to the next level, and with just four simple steps, it's easier than ever to get started! <http://bit.ly/2vsKz76>
2. There are so many reasons to love the Digital Cookie platform! Girls who participate will have access to a hands-on, entertaining learning experience like no other. And fun quizzes, games, videos, and other activities offer girls opportunities to learn 21st century skills this cookie season. <http://bit.ly/2vsKz76>
3. Digital Cookie is taking the Girl Scout Cookie Program to another level! Girls can track sales better than ever with colorful new charts that show important info like weekly sales, sales by cookie type, and even customers' preferred delivery methods. Girls can also send marketing emails to people they know, just like a real PRO! And it's so easy to get started! <http://bit.ly/2vsKz76>

ABC Facebook Posts:

1. Make no mistake—the Digital Cookie platform can take your girl's cookie sale to the next level, and it's easier than ever to participate! <http://bit.ly/2vsKz76>
2. For more than a century, girls have been participating in what is now known as the Girl Scout Cookie Program, through which they learn the basic skills to become cookie bosses, manage finances, and gain self-sufficiency and confidence. With Digital Cookie, girls are also able to add new skills relevant to today's economy, helping transform them into the leaders our world needs. <http://bit.ly/2vsKz76>
3. The Digital Cookie platform is a fun way for Girl Scouts to take their cookie sale beyond the booth and get hands-on experience running a business—giving girls more ways to reach customers and gain support for all the amazing things they do. <http://bit.ly/2vsKz76>

Twitter Sample Messaging

1. G.I.R.L.s have been learning essential skills through their cookie sales for over a century – w/ #DigitalCookie they're learning even more! <http://bit.ly/2wrWxT4>
2. Make no mistake—#DigitalCookie can take your girl's cookie sale to the next level, and it's easy to get started! <http://bit.ly/2wrWxT4>
3. Don't miss out on all the adventure! Register to use the Digital Cookie platform this year: <http://bit.ly/2wrWxT4>
4. Help your girl go beyond the booth this cookie season by registering for #DigitalCookie! <http://bit.ly/2wrWxT4>
5. With #DigitalCookie, Girl Scouts can take their cookie sale beyond the booth, learn new skills, and more! <http://bit.ly/2wrWxT4>
6. Every cookie season, girls are learning new skills & going on adventures—w/ #DigitalCookie, they can do even more! <http://bit.ly/2wrWxT4>
7. Superpowering her cookie sale by adding #DigitalCookie means even more ways to learn new skills & go on adventures! <http://bit.ly/2wrWxT4>
8. One of the best parts about #DigitalCookie? Friends and family—near or far—can help her reach her cookie goals! <http://bit.ly/2wrWxT4>
9. #DigitalCookie is a great way for you to spend quality time with your girl while she's crushing her cookie goal! <http://bit.ly/2wrWxT4>
10. Girls who added #DigitalCookie sold on average 76% more cookies than girls who opted out of online sales. Whoa! <http://bit.ly/2wrWxT4>
11. #DigitalCookie gives her MORE, empowering her to grow her cookie biz with more tools than ever before: <http://bit.ly/2wrWxT4>
12. With #DigitalCookie, your girl will be learning modern-day skills that will help her unleash her inner leader. <http://bit.ly/2wrWxT4>
13. Give your girl the chance to become a #DigitalCookie rock star! Ask her troop leader for more info today! <http://bit.ly/2wrWxT4>
14. We already know your cookie boss is crushing her cookie goals, but with #DigitalCookie she can do even more! <http://bit.ly/2wrWxT4>
15. #DigitalCookie provides a one-of-a-kind digital sales learning experience for girls. Register today! <http://bit.ly/2wrWxT4>

16. With #DigitalCookie, girls learn how to process payments, take orders & learn about customers like a BOSS! <http://bit.ly/2wrWxT4>
17. Superpower your girl's sale with #DigitalCookie this year. She'll learn new skills + earn more money for adventures! <http://bit.ly/2wrWxT4>
18. With #DigitalCookie, help power new, unique, and amazing experiences for your girl. Register today: <http://bit.ly/2wrWxT4>
19. Spend more time with your girl while she learns awesome new skills? Sounds like a win-win to us! <http://bit.ly/2wrWxT4>
20. Thanks to #DigitalCookie, Girl Scouts are adding digital marketing, ecommerce & more to their cookie boss résumés! <http://bit.ly/2wrWxT4>

Cookie Consumers

Links to Use:

Facebook – <http://bit.ly/2vjm0KD>

Twitter – <http://bit.ly/2w1EkuM>

Facebook Sample Messaging

1. For four years, the iconic Girl Scout Cookie Program you know and love has gone beyond the booth, offering more ways for girls to sell and learn as they earn. Which means more ways for you to enjoy your favorite seasonal treat! <http://bit.ly/2vjm0KD>
2. Thanks to Digital Cookie, girls are learning new skills and powering incredible adventures while providing your favorite Girl Scout Cookies just a click away! <http://bit.ly/2vjm0KD>
3. With more than a century of girls gaining entrepreneurial skills, funding troop projects, and going on amazing adventures, it's no surprise that we brought the famous Girl Scout Cookie Program to the digital space. <http://bit.ly/2vjm0KD>
4. That's right! Girl Scout Cookies are available online. All you have to do is know a Girl Scout, and your favorite treats can be delivered to your door. <http://bit.ly/2vjm0KD>
5. She's learning new, modern-day skills, and you're enjoying a delicious **box/package** of cookies—with Digital Cookie, everyone wins! <http://bit.ly/2vjm0KD>
6. So, your favorite Girl Scout lives in another state?. Thanks to Digital Cookie, you can help her crush her cookie goals and enjoy your favorite Girl Scout Cookies at the same time! <http://bit.ly/2vjm0KD>
7. YES! You can order your favorite Girl Scout Cookies online! When you're done jumping for joy, discover why Digital Cookie is a game-changer this cookie season. <http://bit.ly/2vjm0KD>

Twitter Sample Messaging

1. Thanks to #DigitalCookie, your favorite Girl Scout Cookies are just a click away! <http://bit.ly/2w1EkuM>
2. Want to buy cookies online? All you have to do is know a Girl Scout, and she'll take it from there. <http://bit.ly/2w1EkuM>

3. With #DigitalCookie, Girl Scouts can sell door-to-door, at the booth, or online with their very own cookie site! <http://bit.ly/2w1EkuM>
4. #DigitalCookie puts girls in the driver's seat of their online sales experience like never before. <http://bit.ly/2w1EkuM>
5. See why #DigitalCookie is a game-changer this cookie season: <http://bit.ly/2w1EkuM>
6. Want cookies shipped to your doorstep? #DigitalCookie makes it possible! <http://bit.ly/2w1EkuM>
7. She's learning awesome new skills, and you're enjoying your favorite treat—with #DigitalCookie, everyone wins! <http://bit.ly/2w1EkuM>
8. Does your favorite Girl Scout live far away? Thanks to #DigitalCookie, you can help her crush her cookie goals! <http://bit.ly/2w1EkuM>
9. #DigitalCookie is a game-changer! Near or far, you can buy Thin Mints & more from your favorite Girl Scout online: <http://bit.ly/2w1EkuM>
10. Girl Scout Cookies + online ordering = #DigitalCookie. <http://bit.ly/2w1EkuM>
11. #DYK you can order your favorite Girl Scout Cookies online? YES! <http://bit.ly/2w1EkuM>
12. It's payday, and you have your niece's #DigitalCookie link. Your move. <http://bit.ly/2w1EkuM>
13. From ringing doorbells to sending emails, Girl Scouts have plenty of ways to provide you cookies! <http://bit.ly/2w1EkuM>
14. This is not a drill! You can get your favorite Girl Scout Cookies online thanks to #DigitalCookie: <http://bit.ly/2w1EkuM>